



EWWR GOOD PRACTICES AND CASE STUDIES

(AN ENTIRE ISLAND FOR NATURE)

1. Details of Action:

EWWR Coordinator: Portugal – Região Autónoma dos Açores – Direção Regional do Ambiente

Name of Action Developer: Daniela Malanchini

Name of action: “Uma Ilha inteira pela Natureza” (“An Entire Island for Nature”)

Nominee **category**: Citizen(s)

European Special Prize: Yes No

Dates of action: Saturday, 18 November 2017, Sunday, 19 November 2017, Monday, 20 November 2017, Tuesday, 21 November 2017, Wednesday, 22 November 2017, Thursday, 23 November 2017, Friday, 24 November 2017, Saturday, 25 November 2017

Website:

Location of action

Place of implementation: Mercado Municipal de Vila do Porto

City: Vila do Porto

Region: Azores

Country: Portugal

2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Reuse and preparing for reuse
- Recycle – Waste sorting and Recycling
- Clean-up activities
- Thematic Focus 2017: Reuse & Repair – Give it a new life!

3. Description of the nominated action

“An Entire Island of Nature” is a project that united 61 different institutions on the island of Santa Maria in the Azores. Both public and private entities participated in the initiative to make the island greener. During the project, 363 shopping bags were made by reusing animal feedbags. The reused bags were put on display during an exhibition at the Municipality of Vila do Porto. At the end of the exhibition, the bags were offered for sale to the public for a symbolic 1 euro price. The collected money was then donated to the municipal kennel.

4. Reasons why the action has been selected for the EWWR 2017 Awards

a) Visibility and communication: How did this action reach people?

- 1) Invitation: In an a priori communication, all entities were contacted in advance to investigate the possibility of participation. This contact was made in person, which provides greater empathy and enables greater involvement of all the people who are part of a particular entity.
- 2) Exhibition: An exhibition will be held with all the bags made from waste material, giving the possibility of all Marians to be sensitized to adopt this practice in their daily lives.
- 3) Dissemination of the exhibition and the fair where the bags will be delivered, made through



the local radio (Asas do Atlântico Issue Station) and through mailing lists.

b) Originality and exemplarity: What makes the action original or innovative?

The originality of the action is compatible with the points that make the action better. The interaction between entities - population and union through an environmentally responsible island, make this action have an environmental and social character.

c) Lasting impact and follow-up: How will this action have a lasting impact and how will they follow-up on it?

The positive response of most of the entities of the island to the participation in the preparation of the bags, causes that the activity before being implemented in the field, is already with a positive evaluation, given the high number of participating entities. In addition, the impact may be reflected in the removal of reused bags and their subsequent use to the detriment of plastic bags. Another point that could show positive impact will be the use of the idea by the citizens of Santa Maria, elaborating these bags in their residences and thus giving life to a residue

d) Quality of content: What makes this action the best?

The strength of the action is based on the union of an island through its public and private entities. In this sense, most of the entities of the island will participate, giving their contribution to the symbiosis between Man and Nature and thus demonstrate an understanding of the problem of waste, especially in a restricted territory, as is the case of the island of Santa Maria .